

**A STUDY ON FACTORS INFLUENCING  
PURCHASES OF HOUSES AMONG BUMIPUTERA  
BUYERS**

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**Submitted in Partial Fulfillment  
of the Requirement for the  
Bachelor of Business Administration  
(Hons) Marketing**

**FACULTY OF BUSINESS MANAGEMENT  
UNIVERSITI TEKNOLOGI MARA  
MELAKA**

**2006**

## **DECLARATION OF ORIGINAL WORK**



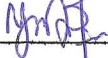
**BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING  
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### **“DECLARATION OF ORIGINAL WORK”**

I, Noreen Binti Yoep Ahmad, (I/C Number: 840901-14-6106)

Hereby, declare that,

- This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees
- This project paper is the result of my independent work and investigation, except where otherwise stated
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature: 

Date: 5/12/2006

## **LETTER OF SUBMISSION**

30 November 2006

The Head of Program  
Bachelor of Business Administration (Hons.) Marketing  
Faculty of Business Management  
Universiti Teknologi MARA  
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Dear Sir,

### **SUBMISSION OF PROJECT PAPER**

Attached is the project paper titled **“A STUDY ON FACTORS INFLUENCING PURCHASES OF HOUSES AMONG BUMIPUTERA BUYERS”** to fulfil the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA

Thank you

Yours sincerely



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## **ABSTRACT**

This study examines the factors of marketing mix that influence the purchases of houses among Bumiputera buyers of services offered. Specifically, the study examines the association between product (house), price, place and promotional activities with the sales volume of houses.

Delivering service quality is an essential strategy for success today. Furthermore, promotional activities are the determining key that could seal buyer's decision making. A structure questionnaire was developed and administered to a total of 50 respondents.

Two types of data analysis, descriptive analysis and cross-tabulation were used for this research. The result provides support for three out of four objectives that were examined.

The analysis reveals that the motivation or commitment of buyers is positively related to the purchases of houses. The findings also suggest that the two factors appear to be the most influential organizational responses that can affect sales volume of houses.